INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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C.M.&S.A. Lists Schedule and Plans for Convention Exhibit

The 49th Canners Show will open in Atlantic City's Convention Hall at noon Wednesday, January 18, and will continue daily through Saturday, January 21.

The Canning Machinery and Supplies Association lists the following schedule for the 1956 Canners Show:

Wednesday, Jan. 18—12 noon-5:30 p.m.

Thursday, Jan. 19—9:30 a.m-5:30 p.m.

Friday, Jan. 20—9:30 a.m.-5:30 p.m.

Saturday, Jan. 21—9:30 a.m.-5 p.m.

One hundred and thirty exhibits sponsored by C.M.&S.A. member firms will occupy the entire first floor and stage of Convention Hall, a total of 102,000 square feet of exhibits of canning machinery and supplies. Each day, one half hour before closing, the daily door awards will be drawn. All food canners and freezers, their employees and families, are eligible to participate in the drawings. Coupons for the drawings will be distributed by hostesses stationed at the entrance to the Canners Show.

Admittance to the Canners Show will be by badge only. Badges will be available without charge at the registration desk in the foyer of the Convention Hall.

This year a new approach has been made to designate the location of ex-

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Farm Problem To Be Major Topic At Closing Convention Session; Benson Being Booked as Speaker

The farm problem will be the subject of the Closing General Session of the N.C.A. Convention, Saturday afternoon, January 21.

Its national aspects will be covered by a top official of the U. S. Department of Agriculture. Secretary Ezra Taft Benson has consented to make an appearance for this purpose, subject to the physical possibility of complying with travel schedules that would enable him to arrive in time from a Friday evening speaking engagement in Houston, Texas. Arrangements to accomplish this are being worked on now but if the Secretary is unable to be present the message will be delivered by another of the USDA administrators.

Following his Houston address, scheduled for completion at 9 p.m., the Secretary goes on a national network TV program. Both the address and the TV program are part of a "Salute to Eisenhower," arranged by the Republican National Committee. Other cabinet officers will be picked up by the TV cameras in various localities during an hour-long round-robin program. Efforts are being made to have the Committee schedule the Benson portion of the program early in the TV hour. If his TV appearance is completed in time to enable him to make a 10:45 p.m. train to Dallas, for which the Southern Pacific Railroad is providing a special car, he can connect with a commercial flight to New York and then will be conveyed by private plane to the Atlantic City meeting. In the event this complicated schedule can-

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Best Wishes for a

HAPPY HOLIDAY SEASON

Benson Orders Speed in USDA Study of Marketing Margins

Secretary Benson instructed the USDA this week to step up its studies of marketing margins and farm production costs. A USDA press statement quoted the Secretary as saying:

"We know that some margins are too great and not justified, although we recognize that in some instances processors and distributors have increasing costs which they must pay.

"While farmers' prices for food products have been declining, average retail prices of foods have actually risen slightly.

"The failure of retail food prices as a whole to reflect the decline in farm food products during the past year is recognized by the Department as a real obstacle to a solution of the farm surplus problem.

"I have discussed this vital problem with the President. We are agreed that we must definitely determine whether or not prices paid by consumers contain improper or excessive marketing charges and profits. Farmers are entitled to receive the very maximum for their products through efficient marketing service."

1956 Convention Program

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not be worked out, or in the possibility of flights being grounded or delayed by weather conditions at the time, the other USDA official will be in Atlantic City on a stand-by basis to present the Secretary's speech.

In addition to the discussion of the national aspects of the farm problem, two prominent canners will be heard. Their addresses will deal with ways in which the canning industry a half century ago solved, in its own segment of growing and processing, the same type of problems that characterize the national situation today. Presenting the canned vegetable side of this picture will be Howard T. Cumming; the canned fruit story, by a speaker to be announced.

The over-all subject of this important agricultural convention session is titled "Where Is the Farm Problem?"

The Opening General Session scheduled for Friday morning, January 20, will be devoted to the N.C.A. observance of the 50th anniversary of the Federal Food and Drugs Act, as has been previously announced. Features of this session will be greetings by Governor Robert Meyner of New Jersey; a review of the historic association of and cooperation with food law matters on the part of the canning industry by Dr. K. F. Meyer of the Hooper Foundation; the practical aspects of canner compliance by H. N. Riley of the Citizens' Advisory Committee on the Food and Drug Administration; and an acknowledging speech by FDA Commissioner George P. Larrick.

At this session the annual election of officers will take place and at the closing session on Saturday the Convention resolutions will be offered and new officers installed. President George B. Morrill, Jr., will preside over both sessions.

Details of the various other Convention sessions, still subject to minor revisions of time, place, and sequence, are presented in the double-page spread in this issue of the INFORMATION LETTER. They cover the special Food Editors Conference on Thursday afternoon; the sessions conducted by the N.C.A. Research Laboratories on Sirups and Siruping Operations on Thursday afternoon, on Instrumentation (in collaboration with the Canning Machinery and Supplies Association) on Friday afternoon, and on Materials Handling and Radiation Sterilization on Saturday morning; the Marketing Session arranged by the N.C.A. Division of Statistics and Dudley-Anderson-Yutzy on Friday afternoon; the Raw Products Conference on Agricultural Research, Friday afternoon; and the Fishery Products Conference "How to Move More Canned Fish" on Saturday afternoon.

Convention Exhibit Plans

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hibits. The aisles have been given names of canned commodity groups—Fruit Avenue, Vegetable Avenue, Relish Avenue, Juice Avenue, and Soup Avenue—and the cross aisles are Meat Street, Seafood Street, and Preserves Street. Visitors will find the exhibitors listed alphabetically in the Convention Directory. Street signs will be found at all intersections.

The C.M.&S.A. information booth will be located just inside the entrance to the Show to furnish canners and other visitors with last-minute information on all Convention events. A complete restaurant will be operating in the Convention Hall, and snack bars will be conveniently located.

A fashion show for the ladies attending the Convention will be presented on the afternoon of January 20, in the Claridge Hotel. Tickets will be available without charge from exhibitors and also at the C.M.&S.A. information booth in Convention Hall.

Tri-State Packers Assn.

The Tri-State Packers Association elected the following officers recently at the association's annual convention:

President—John Maggioncalda, Minot Food Packers, Inc., Bridgeton, N. J.; first vice president—David S. Johnson, Lord-Mott Co., Inc., Baltimore; second vice president—Robin M. Kirwan, Phillips Packing Co., Inc., Cambridge, Md.; secretary—John W. Rue, Easton, Md. (reelected); and treasurer—Mrs. Edith Lee Porter, Easton, Md. (reelected).

Ohio Canners Association

The Ohio Canners Association elected the following officers recently at the association's annual convention:

President—Chester D. Swaim; C. W. Swaim Canning Co., Wilmington; first vice president—L. E. White, The Clyde Kraut Co., Clyde; second vice president—S. F. Hammond, Stokely-Van Camp, Inc., Celina; secretary-treasurer—Paul Hinkle, Columbus (reelected).

Maine Canners Association

The Maine Canners Association elected the following officers recently at the association's annual meeting:

President—John L. Baxter, Jr., Snow Flake Canning Co., Brunswick; vice president—Charles Bailey, Monmouth Canning Co., Portland; secretary-treasurer—F. Webster Browne, Snow Flake Canning Co., Brunswick (reelected).

New York State Canners

The New York State Canners and Freezers Association, Inc., elected the following officers recently:

President—Robert D. Waterman, Waterman Fruit Products, Ontario Center; vice president—Edward Steele, The Red Wing Company, Fredonia; treasurer—Irving Greenwood, Greenwood Food Products, Waterloo; and secretary—William H. Sherman, Rochester (reelected).

Dave Lewis Honored

W. D. Lewis, secretary-treasurer of the Canning Machinery and Supplies Association, has been elected president of the National Association of Exhibit Managers.

Dr. Stier Speaks

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics, spoke this week to two groups in Maryland.

He addressed the 69th annual meeting of the Peninsula Horticultural Society, meeting in Salisbury, Md., on December 13 on the 1956 outlook for canned vegetables.

He spoke that evening to the University of Maryland Marketing Club, at College Park, Md., describing the activities of N.C.A., together with some history of its organization, how the Association helps its members in the supplying of economic and marketing information which they request, and the nature of such studies in the field of marketing.

Citrus Fruit Production

Prospective production of both oranges and grapefruit is indicated to be above last season's, according to December 1 estimates issued by the Crop Reporting Board of USDA.

Valencia oranges are forecast at 65 million boxes, 6 percent above last season. On the other hand, the forecast for early and midseason oranges is for 67 million boxes, a decline of 3 percent below the 1954-55 crop.

The total grapefruit crop is indicated at 45.2 million boxes, 7 percent above last season.

Florida tangerines are forecast at 4.6 million boxes as compared with 5.1 million boxes harvested last season.

	1944-53 average	1954	1955 Indicated
	(thousands of boxes)		
Oranges	111,706	130,345	132,015
Tangerines	4,550	5,100	4,600
Grapefruit	40,262	42,170	45,200
Lemons	13,001	14,000	13,200

Season begins with the bloom of the year shown and ends with the completion of harvest the following year.

In most Florida citrus-producing areas, trees and fruit are reported generally in good condition despite continued dry weather. Irrigation equipment is being used where available. Orange production is indicated to be 3 percent above last season and grapefruit 9 percent larger. Harvest was just getting under way in volume on December 1.

Texas has prospects for 4 million boxes of citrus fruit this season, the most since the freeze of 1951. Growing conditions were favorable during November. A cold spell late in the month did not cause any damage and should hasten the coloring and maturing of fruit. Recent rains should help maintain the excellent condition of the trees.

California weather during November was favorable for the development of citrus crops. Rainfall to date is below normal but the rains which fell were beneficial. Valencia oranges are indicated to be 5 percent above last season.

Arizona citrus prospects were reported to be only fair.

1955 Pack of Pumpkin and Squash

The 1955 pack of canned pumpkin and squash totaled 3,568,472 actual cases compared with the 1954 pack of 1,786,281 cases, according to a report by the N.C.A. Division of Statistics. These totals include pumpkin and squash pie mix.

State	1954	1955
	(actual cases)	
New York and Maine	230,390	404,664
Md., Del., and N. J.	173,734	221,222
Ohio	110,273	145,463
Indiana	94,170	136,623
Ill. and Iowa	638,607	1,600,545
Western states	243,800	647,053
Other states	295,307	412,902
U. S. Total	1,786,281	3,568,472

Western states include Calif., Colo., Mont., Ore., and Utah. Other states include Fla., Ga., Mich., Minn., Okla., Penn., Tenn., Va., and Wis.

Dehydrated Citrus Juices

Notice is given in the *Federal Register* of November 26 that the Agricultural Marketing Service of USDA proposes to issue U. S. standards for grades of dehydrated orange juice (crystals).

The proposed standards would apply to a granular product which has been reduced to less than 3 percent moisture and packaged with a desiccant to further reduce the moisture content. The product reconstitutes to the equivalent of single-strength orange juice by the addition of a specified amount of water.

Notice is given in the *Federal Register* of December 8 that the AMS proposes to issue U. S. standards for grades of dehydrated grapefruit juice (crystals).

Grades for Orange Juice

Notice is given in the *Federal Register* of December 8 that the Agricultural Marketing Service of USDA proposes to revise U. S. standards for grades of canned orange juice.

Family Weekly Magazine

The November 27 issue of *Family Weekly* magazine featured canned meat recipes in the three-page food section. Entitled "Masterpieces of Canned Meat Cookery," it contained five recipes each handsomely illustrated by a black and white photograph. The feature begins, "Plan enjoyable menus with these delicious canned meat dishes—they're budget-wise treasures."

Highlight of the article was a color photograph of luncheon meat with baked bean casserole. Other recipes used canned frankfurters, pork sausages, pear halves, whole cranberry sauce, mushrooms, tomatoes, tomato sauce, and condensed tomato soup.

American Home Magazine

In the December issue of the *American Home* magazine June Towne features "Take a Can of Pineapple." The two-page article is handsomely illustrated to show five foods in color, and a selection of gift sweets made from canned pineapple.

The article is introduced, "Some gals, so we're told, get bored with trying to think up new ideas for Christmas giving and new ways to get a change of pace at meals after serving so much traditional holiday fare. So for gifts that please and meals that vary, we say 'take a can of pineapple'."

Canned pineapple, apricots and sliced apples are used in the recipes.

Another short article entitled "Give A Recipe—With the Fixin's" states, "By this time probably everyone on your Christmas shopping list is accounted for—but what about those favorite neighbors of yours, or the family whose house you'll visit Christmas Day. We are suggesting a gift that any household would love to receive, and the variations are practically limitless. Wrap up all the ingredients of a very special dessert in colorful trimmings, or, if you want to be really elegant, give a canned ham or boned turkey." Illustrated is a package surrounded by canned ham, rice, honey, cloves, and a can of pineapple.

Grades for Sweet Cherries

Notice is given in the *Federal Register* of December 8 that the Agricultural Marketing Service of USDA proposes to revise U. S. standards for sweet cherries.

Preliminary Program

ATLANTIC CITY, N. J.—JANUARY 19-21, 1956

TENTATIVE—SUBJECT TO REVISION

Thursday, January 19

2 p.m.—Food Editors Conference

Diamond Room, The Shelburne

Presiding: KATHERINE R. SMITH, Director, Consumer Service Division, N.C.A.

Address: Production, Marketing, and Consumption Trends in Canned Foods—HOWARD L. STIER, Director, Division of Statistics, N.C.A.

Address: New Developments in Raw Products Research—C. H. MAHONEY, Director, Raw Products Research Bureau, N.C.A.

Introduction of Contest Winner—National Junior Vegetable Growers Association-N.C.A. Farm Youth Program

Address: New Developments in Scientific Research—C. A. GREENLEAF, Associate Director, Washington Research Laboratory, N.C.A.

Address: Those Blasted Canned Foods—NELSON H. BUDD, Director, Information Division, N.C.A.

Summary: FRED C. HEINZ, H. J. Heinz Co., Pittsburgh, Pa.

2 p.m.—Canning Problems Conference

Traymore Room, The Traymore

Sirups and Siruping Operations

Presiding: (to be announced)

Address: Sugar Research for Canners—DR. HENRY HASS, The Sugar Research Foundation, Inc., New York, N. Y.

Address: Sugar Cost Accounting—LIONEL W. RICHARDS, Bercut-Richards Packing Co., Sacramento, Calif.

Address: Sugar Production for Canners' Use—Dr. RAY W. JUNK, California & Hawaiian Sugar Refining Corp., San Francisco, Calif.

Address: Darkening of Sirups—(speaker to be announced), Western Branch Laboratory, N.C.A.

Address: Siruping Operations in the Cannery—L. G. PETREE and D. S. BROWNLEE, Customer Research, Pacific Division, Continental Can Company, Hayward, Calif.

Friday, January 20

10 a.m.—Opening General Session

American Room, The Traymore

Presiding: GEORGE B. MORRILL, JR., President, N.C.A.

Invocation: Very Rev. ARTHUR McKAY ACKERSON, D.D., All Saints' Episcopal Church, Atlantic City

Greetings: President MORRILL

Report of the Committee on Nominations: LOUIS RATZESBERGER, JR., Chairman

Election of Officers

N.C.A. Observance, 50th Anniversary, Food Law

Greetings and Proclamation of New Jersey Food and Drug Week; The Honorable ROBERT MEYNER, Governor of New Jersey

Address: (title to be announced)
Dr. K. F. MEYER, Director Emeritus of the George Williams Hooper Foundation for Medical Research, University of California

Address: (title to be announced)
H. N. RILEY, H. J. Heinz Co., Pittsburgh, Pa.; Member of the Citizens Advisory Committee on the Food and Drug Administration

Address: (title to be announced)
GEORGE P. LARRICK, Commissioner of Food and Drugs

2 p.m.—Marketing Session

Rose Room, The Traymore

Presiding: HOWARD L. STIER, Director, Division of Statistics, N.C.A.

Panel Discussion: The Canner-Retailer Partnership

Moderator: MARIE KIEFER, Secretary-Manager, National Association of Retail Grocers

Speakers: W. H. CRAWFORD, Crawford's Modern Village Stores, Inc., El Monte, Calif.; W. T. DAHL, Dahl's Food Markets, Des Moines, Iowa; SCOTT DETRICK, Scotty's Markets, Louisville, Ky.; THOMAS TARPY, Columbus, Ohio; and G. VANDER HOONING, Van's, Inc., Holland, Mich.

These five individual food retailers who have taken a careful look at canned food merchandising will discuss such subjects as canned foods contribution toward net profit, their importance as a traffic and sales builder, in-store promotion and retail advertising, and relative selling and handling costs.

3:30 p.m.

Address: The Future of the Packers' Label in Canned Foods Marketing—A. J. BECKER, Vice President and Food Products Supervisor, Foote, Cone and Belding, New York

Address: (title to be announced)
HARRY L. PROCTOR, Paul Paver & Associates, Inc., Chicago; and Chairman, Canned Foods Committee, N.F.B.A.

2 p.m.—Canning Problems Conference

Traymore Room, The Traymore

Session jointly sponsored by Canning Machinery and Supplies Association and N.C.A. Research Laboratories

NATIONAL CANNERS ASSOCIATION

49th Annual Convention

Instrumentation

Presiding: WILLIAM J. SCARLETT, Minneapolis-Honeywell Regulator Co., Philadelphia

Address: Availability of Instruments for Canners—WENDELL S. YOUNG, The Foxboro Co., Foxboro, Mass.

Address: Fundamentals of Measuring Systems—A. G. KOENIG, Weston Electrical Instrument Corp., Newark, N. J.

Address: Application of Systems to Process Variables—JOHN E. BARBER, Taylor Instrument Companies, Rochester, N. Y.

Address: Automation and the Kitchen—JAMES B. ANDERSON, H. J. Heinz Co., Pittsburgh, and Chairman, Food Committee, Instrument Society of America

Address: Instrumentation for a Dry Bean Line—C. L. FISHER, General Superintendent, The Illinois Canning Co., Hoopeston, Ill.

Address: Instruments for Control of Product Quality—Dr. WILBUR A. GOULD, Associate Professor, Ohio State University, Columbus, Ohio, and Quality Control Editor, Food Packer magazine

2 p.m.—Raw Products Conference

Belvedere Room, The Traymore

Agricultural Research

Presiding: C. H. MAHONEY, Director, Raw Products Research Bureau, N.C.A.

Address: (title to be announced)
Dr. FRANK P. CULLINAN, Chief, Agricultural Crops Research, U. S. Department of Agriculture, Plant Industry Station, Beltsville, Md.

Address: (title to be announced)
Dr. E. G. McKIBBEN, Chief, Agricultural Engineering Research Branch, U. S. Department of Agriculture, Plant Industry Station, Beltsville, Md.

Address: (title to be announced)
W. W. PATE, Assistant Chief, Soil and Water Conservation Research Branch, U. S. Department of Agriculture, Plant Industry Station, Beltsville, Md.

Saturday, January 21

9 a.m.—Canning Problems Conference

Rose Room, The Traymore

Materials Handling and Radiation Sterilization

Presiding: (to be announced)

Address: Raw Product Handling to the Cannery—LYLE SEATON, Research and Development Dept., Continental Can Company, Chicago

Address: Can Handling Procedures—(speaker to be announced), Technical Service Div., American Can Company, Maywood, Ill.

Film: Packaging Foods in Glass—Owens-Illinois Glass Co., Toledo, Ohio. Discussion: C. P. WHITTIER, Manager of Customer Service, Packaging Research Division

Address: Take A Look—at Your Warehouse—P. STEELE LABAGH, Director of Traffic, California Packing Corp., San Francisco

Address: Influence of Plant Layout on Materials Handling—GEORGE EFFERTZ, Production Engineer Manager, Green Giant Co., Le Sueur, Minn.

Address: Status of Radiation Sterilization—Col. WILLIAM D. JACKSON, Chief of Research and Development, Office of The Quartermaster General, Department of the Army, Washington, D. C.

2 p.m.—Closing General Session

American Room, The Traymore

Presiding: GEORGE B. MORRILL, JR., President N.C.A.

Where Is the Farm Problem?

Address: (title to be announced)—by a high official of the U. S. Department of Agriculture (to be announced)

Introduction of Contest Winner—National Junior Vegetable Growers Association-N.C.A. Farm Youth Program: by P. K. SHOEMAKER, Chairman, Raw Products Committee, N.C.A.

Address: (title to be announced)
HOWARD T. CUMMING, Curtice Brothers Co., Rochester, N. Y.

Address: (title and speaker to be announced)

Report of Committee on Resolutions: FRED C. HEINZ, H. J. Heinz Co., Pittsburgh, Pa.

Installation of New Officers

2 p.m.—Fishery Products Conference

Belvedere Room, The Traymore

Presiding: GUY V. GRAHAM, Chairman, Fishery Products Committee, N.C.A.

How To Move More Canned Fish . . . to the Family Table

Address: RICHARD HOOKER, Head Grocery Buyer, Philadelphia Branch, Food Fair Stores, Inc., Philadelphia

Address: W. H. CRAWFORD, Crawford's, Modern Village Stores, Inc., El Monte, Calif.

. . . to the Restaurant Table

Address: MARGARET L. MITCHELL, Vice President, Food Production, Stouffer's Restaurants, Cleveland

Address: JOHN RUFFLEY, Assistant Director of Research, National Restaurant Association, Chicago

Schedule of Principal Events of the 1956 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

MONDAY, JANUARY 16

9:30 a.m.—Business Meeting (morning session) of National Food Brokers Association, Grand Ballroom, Convention Hall

2 p.m.—Business Meeting (afternoon session) of National Food Brokers Association, Grand Ballroom, Convention Hall

WEDNESDAY, JANUARY 18

10:00 a.m.—Meeting of Board of Directors, Associated Independent Canners, Inc., Chippendale Room, Hotel Traymore

12 m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

2:30 p.m.—Meeting of Board of Directors, Canning Machinery and Supplies Association, Convention Hall

4:15 p.m.—Annual Meeting of The Forty Niners, Board Room, Claridge Hotel

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

5:15 p.m.—Presentation of Third Annual Service Award, The Forty Niners, Board Room, Claridge Hotel

6 p.m.—Reception for The Forty Niners, Solarium, Claridge Hotel

6:30 p.m.—Dinner Meeting of N.C.A. Procurement Committee, Mandarin Room, Hotel Traymore

7 p.m.—Meeting of N.C.A. Resolutions Committee, Chippendale Room, Hotel Traymore

7:30 p.m.—Past Presidents Dinner, Canning Machinery and Supplies Association, West Room, Claridge Hotel

THURSDAY, JANUARY 19

9 a.m.—Meeting of N.C.A. Processing Subcommittee on Foods in Metal Containers, Chippendale Room, Hotel Traymore

9:30 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

9:30 a.m.—Meeting of N.C.A. Administrative Council, Mirror Room, Shelburne

12:30 p.m.—Luncheon Meeting, Young Guard Society Board of Directors, Club Room, Hotel Traymore

12:30 p.m.—Luncheon, N.C.A. Board of Directors, Grand Ballroom, Shelburne

2 p.m.—Meeting of N.C.A. Board of Directors, Grand Ballroom, Shelburne

2 p.m.—N.C.A. Conference for Food Editors, Diamond Ballroom, Shelburne

2 p.m.—N.C.A. Canning Problems Conference on Sirups and Siruping Operations, Traymore Room, Hotel Traymore

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

6 p.m.—N.C.A. Reception for Food Editors, Club Room, Hotel Traymore

6 p.m.—Old Guard Society Cocktail Party and Buffet Supper, Oak Lounge and Grand Ballroom, Shelburne

6:30 p.m.—Reception and Dinner for State Secretaries, Belmont Room, Ritz-Carlton

6:30 p.m.—Dinner Meeting of N.C.A. Raw Products Committee, Mandarin Room, Hotel Traymore

7 p.m.—N.C.A. Dinner for Food Editors, Belvedere Room, Traymore

FRIDAY, JANUARY 20

9 a.m.—Meeting of N.C.A. Nominating Committee, Rose Room, Hotel Traymore

9 a.m.—Meeting of N.C.A. Raw Products Committee and Technical Advisory Committee, Mandarin Room, Hotel Traymore

9:30 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

10 a.m.—N.C.A. Annual Meeting (Opening General Session), American Room, Hotel Traymore

12:30 p.m.—Luncheon Meeting of N.C.A. Claims Committee, Pine Room, Hotel Traymore

12:30 p.m.—Luncheon Meeting of the Consumer Service Committee, Chippendale Room, Hotel Traymore

2 p.m.—N.C.A. Conference on Marketing, Rose Room, Hotel Traymore

2 p.m.—N.C.A. and C.M.&S.A. Canning Problems Conference on Instrumentation, Traymore Room, Hotel Traymore

2 p.m.—N.C.A. Raw Products Conference on Agricultural Research, Belvedere Room, Hotel Traymore

2:30 p.m.—C.M.&S.A. Fashion Show for Ladies, Trimble Hall, Claridge Hotel

3 p.m.—Meeting and Dinner of N.C.A. Labeling Committee, Mandarin Room, Hotel Traymore

3:30 p.m.—Meeting of N.C.A. Fishery Products Committee, Club Room, Hotel Traymore

5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

6 p.m.—Dinner Meeting of N.C.A. Statistics Committee, Chippendale Room, Hotel Traymore

7 p.m.—Young Guard Banquet and Entertainment, American Room, Hotel Traymore

SATURDAY, JANUARY 21

8 a.m.—Breakfast Meeting of N.C.A. Legislative Committee, Club Room, Hotel Traymore

9 a.m.—N.C.A. Canning Problems Conference on Materials Handling and Radiation Sterilization, Rose Room, Hotel Traymore

9 a.m.—Meeting of N.C.A. Raw Products Committee and Technical Advisory Committee, Mandarin Room, Hotel Traymore

9:30 a.m.-5 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall

2 p.m.—N.C.A. Fishery Products Conference, Belvedere Room, Hotel Traymore

2:30 p.m.—Annual Meeting, Canning Machinery and Supplies Association, Room B, Convention Hall

4:30 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

7:00 p.m.—C.M.&S.A. Dinner Dance, Carolina Room, Chalfonte Hotel

SUNDAY, JANUARY 22

9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Mandarin Room, Hotel Traymore

Convention Transportation Information

To facilitate travel from all points in the United States to Atlantic City, the Pennsylvania Railroad is making arrangements to schedule through cars. Arrangements for accommodations in the through cars may be made with the ticket offices of the various railroads throughout the country. Effective January 1, 1956, regular chair car service between Philadelphia and Atlantic City is scheduled to be discontinued by the Philadelphia-Reading Seashore Lines. However, arrangements may be made with the railroad for charter pullman cars.

Atlantic City Train Schedules

Following is a schedule of train service between Atlantic City and Philadelphia and New York City (*—indicates chair cars are available; *a*—does not run Sunday; *b*—does not run Saturday or Sunday; *c*—Sunday only):

Philadelphia to Atlantic City

DAILY EXCEPT AS INDICATED

Leave Philadelphia		Arrive Atlantic City
30th St.	No. Phila.	
8:30 a.m.	8:40 a.m.	10:05 a.m.
10:25 a.m.	10:35 a.m.	11:50 a.m.
a 1:35 p.m.	1:45 p.m.	3:05 p.m.
4:48 p.m.	4:58 p.m.	6:15 p.m.
b 5:30 p.m.	5:40 p.m.	6:55 p.m.
8:30 p.m.	8:40 p.m.	10:00 p.m.
12:15 a.m.	12:25 a.m.	1:45 a.m.
SATURDAY AND SUNDAY ONLY		
12:25 p.m.	12:35 p.m.	1:50 p.m.

Atlantic City to Philadelphia

DAILY EXCEPT AS INDICATED

Leave Atlantic City	Arrive Philadelphia	
	No. Phila.	30th St.
a 7:30 a.m.	8:46 a.m.	8:55 a.m.
a 8:35 a.m.	9:52 a.m.	10:02 a.m.
a 11:30 a.m.	12:48 p.m.	12:58 p.m.
1:35 p.m.	2:49 p.m.	3:00 p.m.
3:45 p.m.	5:05 p.m.	5:15 p.m.
7:00 p.m.	8:14 p.m.	8:24 p.m.
9:25 p.m.	10:40 p.m.	10:50 p.m.
SUNDAY ONLY		
8:15 a.m.	9:26 a.m.	9:36 a.m.
9:30 a.m.	10:47 a.m.	10:56 a.m.

New York City and Atlantic City

Leave Penn Station	Arrive Atlantic City	Leave Atlantic City	Arrive Penn Station
*c**9:35 a.m.	12:45 p.m.	*a**9:50 a.m.	12:55 p.m.
*a**1:15 p.m.	4:20 p.m.	*c**5:45 p.m.	8:50 p.m.

New York City-Atlantic City Bus Service

The Lincoln Transit Company maintains frequent bus service between New York City and Atlantic City via the New Jersey turnpike. Following is a schedule of express service (*f*—Friday only. *m*—Monday only. *s*—Saturday only):

Leave New York	Arrive Atlantic City	Leave Atlantic City	Arrive New York
9:00 a.m.	11:45 a.m.	*m* 6:00 a.m.	8:45 a.m.
11:00 a.m.	1:45 p.m.	8:00 a.m.	10:45 a.m.
3:00 p.m.	5:45 p.m.	12:00 m.	2:45 p.m.
5:15 p.m.	8:00 p.m.	2:00 p.m.	4:45 p.m.
f 6:30 p.m.	9:15 p.m.	5:00 p.m.	7:45 p.m.
f 7:30 p.m.	11:00 p.m.	*s* 6:00 p.m.	8:45 p.m.
8:00 p.m.	10:45 p.m.	*s* 7:00 p.m.	9:45 p.m.
		s 8:00 p.m.	10:45 p.m.

The New York depot is located at the Port Authority Terminal, 41st Street and Eighth Avenue and the Atlantic City Depot is located at 9 N. Arkansas Avenue.

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As usual, the Pennsylvania-Reading Seashore Lines and the airlines serving the Atlantic City area will maintain offices in the lobby of Convention Hall.

Forthcoming Meetings

January 4-6—Illinois Canners Association, Canners School, University of Illinois, Urbana

January 5-7—Northwest Canners Association, Annual Business Meeting and 42d Annual Convention, Multnomah Hotel, Portland

January 9-10—Canners League of California, Second Annual Conference for Processors' Fieldmen, University of California, Davis

January 16-18—Michigan Canners and Freezers Association, Canners School, Michigan State College, East Lansing

January 16-21—National Food Brokers Association, Annual Convention, Atlantic City, N. J.

January 17-21—National Canners Association, 49th Annual Convention, Atlantic City, N. J.

January 19-21—Canning Machinery and Supplies Association, Annual Convention and Exhibit, Atlantic City, N. J.

January 23-25—Indiana Canners Association, Canners and Fieldmen's School, Purdue University, Lafayette

Jan. 29-Feb. 1—National Association of Frozen Food Packers, Annual Convention, Waldorf-Astoria, New York City

February 1-2—Minnesota Canners and Freezers Association, Ninth Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

February 1-3—Pennsylvania Canners Association, 11th Annual Fieldmen's Conference, Pennsylvania State University, University Park

February 6-9—Ohio Canners Association, Canners and Fieldmen's Conference (Feb. 6-7) and Processors Conference (Feb. 8-9), Ohio State University, Columbus

February 7-8—Tri-State Packers Association, Fieldmen's School, University of Delaware, Newark

February 8-9—Wisconsin Canners Association, Canners School, University of Wisconsin, Madison

February 14-15—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

February 17-18—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco

February 21-22—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames

February 27-29—Canadian Food Processors Association, 9th Annual Convention, Harrison Hot Springs Hotel, Harrison Hot Springs, B. C.

March 2-3—Virginia Canners Association, 48th Annual Meeting, Hotel Roanoke, Roanoke

March 6-9—National-American Wholesale Grocers Association, Annual Convention, Palmer House, Chicago

March 23-24—Utah Canners Association, Annual Convention, Hotel Utah, Salt Lake City

March 26-27—Canners League of California, 52d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

April 6—National Pickle Packers Association, Spring Meeting, Drake Hotel, Chicago

May 6-9—Super Market Institute, Annual Convention, Cleveland

June 10-14—National Association of Retail Grocers, 57th Annual Convention, Shrine Auditorium, Los Angeles

FCDA Emergency Food List

A new set of "Grandma's Pantry" displays has been distributed to the regional offices of the Federal Civil Defense Administration and to State Civil Defense offices, from which they may be borrowed for conventions or civic meetings.

The N.C.A. nuclear test team assisted FCDA last spring in the preparation of two "Grandma's Pantries" for exposure to the atomic blast of May 5, 1955. The idea of the pantry is to influence modern homemakers to follow grandma's example and have on hand a supply of foods that will tide the family over, not the emergencies of grandma's time—washouts, floods and blizzards—but the potential emergencies of today's nuclear age. The pantries in the Nevada tests were geared to a three-day supply, but the official pantry now sponsored by FCDA allows a seven-day supply for a family of four. The recommended supplies include food of which the major portion consists of canned milk, meats, soups, fruits, juices, vegetables, baby foods, pet foods, and beverages; household supplies, including can and jar openers; and tools and miscellaneous equipment.

In a Civil Defense bulletin by the Director of Woman's Activities for FCDA, the statement is made:

"We recommend canned goods because if you carried only dried food you might not find water with which to prepare them. And dried food without water is like canned food without a can opener."

Tariff on Pineapple Juice

Announcement was made December 11 that canned pineapple juice has been added to the list of products on which the United States contemplates trade agreement negotiations, under authority of the Trade Agreements Act.

The tariff rate on pineapple juice is 20 cents per gallon. Under the Trade Agreements Act, this rate may be reduced, in reciprocal trade negotiations, by 15 percent over the next three years, but by no more than 5 percent a year (see INFORMATION LETTER of Sept. 24, page 311).

Hearings before the Committee for Reciprocity Information and the Tariff Commission are scheduled to begin January 17. The deadline for applications to be heard and for submission of briefs is January 6.

Peru Raises Tariff Rates

The Peruvian government has raised the rates of duty on several canned food products. According to the Foreign Agricultural Service of USDA, the following increases were approved in a Supreme Resolution of October 27 and will be effective 90 days after publication in *El Peruano* on November 7:

Tariff Item No.	Description	Old Rate (soles per gross kilogram) [a]	New Rate
174-A	Preserved pineapples [b] in own juice, in water, or in sugar syrup, packed in tin plate or glass containers	2.00	3.00
195	Preserved peas	1.50	2.00
198	Preserved asparagus	1.00	3.00
199	Preserved beans called "baked beans"	1.50	3.00
206	Preserved tomato sauce	2.00	3.00
297	Fruit juices and syrups of other classes	1.50	3.00

[a] One sol equals approximately U. S. $0.05

[b] Formerly classed under Item 174 covering preserved fruits and fruit salads, in own juice, in water or sugar syrup, packed in tin plate or glass containers.

Granular-type Insecticides

Entomologists of the North Central states and the USDA's Agricultural Research Service have just released recommendations on the use of DDT in granular form for the control of European corn borer.

The recommendations are based on cooperative studies conducted by USDA and the Iowa Agricultural Experiment Station at Ankeny, Iowa (see INFORMATION LETTER of August 26, page 298). Investigations which confirmed the findings of the Ankeny Laboratory were carried out by several other agricultural experiment stations in the North Central states, so that recommendations for employing granules are applicable to the entire region.

Experiments during the past three years have shown that granular insecticides have in general given as good or better corn borer control than spray applications.

Information Letter Schedule

Because of the Christmas holiday, the next issue of the INFORMATION LETTER will be published December 28.

In that issue will be reported details of the year-end crop reports, covering vegetables for processing and all fruits, which are scheduled for issuance by the Crop Reporting Board of USDA on December 19.

The first scheduled issue of the INFORMATION LETTER in 1956 will be published January 7.

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